

Arizona Invasive Species Advisory Council
WORKING GROUP CHARTER:
Anticipation & Outreach

Co-Leads: Ty Gray (Arizona Game and Fish Department)
Kai Umeda (U of A Maricopa County Cooperative Extension)

Members:	Glenn Fahringer	Marianne Meding	Cindy Copping
	Gary Russell	Ariel Hiller	Group Member
	Group Member	Group Member	Group Member

Date: October 11, 2007

Background:

The Arizona Invasive Species Advisory Council (Council) shall develop a comprehensive statewide invasive species management plan for Arizona based upon the framework recommended in the report, "Arizona's Invasive Species Situation: unwanted plants and animals – June, 2006". As recommended in the Report, the framework shall center around five focal strategic concepts: 1) Leadership and Coordination, 2) Research and Information Management, 3) Anticipation and Outreach, 4) Control and Management, and 5) Funding. This comprehensive statewide invasive species management plan should also provide guidance and identify expertise for the recommendations outlined in the Report.

Mission:

To describe Anticipation and Outreach needs and goals pertaining to invasive species policy and approaches in Arizona, and to develop a comprehensive statewide management plan component that outlines anticipation and outreach objectives and tasks to achieve those goals in Arizona.

Objectives:

1. Create an action plan to increase levels of education, knowledge and awareness of invasive species and their impacts among landowners, policy-makers, and the general public.
 - a. Identify key audiences such as ranchers, anglers, hunters, garden centers, sporting goods retailers, off-highway vehicle operators, hiking/camping clubs, bird watchers, and schools, etc. that may have interest in promoting public awareness of invasive species.
 - b. Identify general and/or specific issues for marketing focus. Identify and develop or recommend partnerships with existing marketing/outreach programs for messages to send to the public and user groups (e.g. Stop Aquatic Hitchhikers, Habitattitude).
 - c. Recommend positive communication tools to reach targeted audiences. Such tools may include the adoption/implementation of a simple/memorable icon,

- public service announcements, point of sale material, web based reference, and mail-stuffed flyers (Salt River Project, Arizona Public Service, municipal).
- d. Identify appropriate measures and metrics for evaluating awareness and changes in practices and behaviors of intended audiences as a result of outreach efforts (reporting of success – need to identify where this reporting ties into).
 - e. Identify suitable process owner(s) for deploying information and increasing awareness of invasive species issues.
 - f. Create a unified advance detection system and outreach plan for informing the public, local, State and federal agencies of the risks of invasive species.
2. Identify the ways an invasive species can enter our State. Develop criteria to determine the likelihood of invasive species entering Arizona and recommend a process by which risk assessments are conducted in the future (and by whom).
 - a. Identify pathways for unintentional or accidental introduction of plants or animals and develop strategies to reduce risks from those pathways.
 - Develop/adopt tools that are consistent and systematic for identifying and prioritizing pathways and document preventative measures.
 - Review the National Invasive Species Council guidelines for identifying and ranking species and determine if this tool is suitable to assist Arizona in this regard.
 - b. Identify and recommend best management practices regarding:
 - How to avoid unintentional movement of plants and animals
 - Adoption of consistent and suitable practices.
 3. Identify potential gaps in anticipation and prevention.
 - a. Identify and recommend a process for maintaining listing processes that are risk-based, fair, and involve the public. Lists should cover species currently in the state as well as identify those species we wish to exclude.
 - b. Identify a coordination framework and mechanism that spans stakeholder networks.
 - c. Provide recommendations for cross training inspectors and enforcement personnel.
 - d. Recommend reasonable inspection processes.
 4. Identify creative funding opportunities to assist with invasive species anticipation and outreach.

Scope/Limits of Responsibility:

1. The role of the Council is advisory. Recommendations to the Governor and to State agencies are weighty and may stimulate development of policy, approaches, and regulatory change. The Council does not have independent regulatory authority or rule-making responsibilities.
2. The definition of “Invasive Species” was adopted by the Governor. It is recognized as a broad definition, is open to broad interpretation, and is not intended to be regulatory because of its breadth. The definition is intended to provide counsel and guidance to State agencies and subdivisions of the State, the public, and our partners. The definition, as a recent adoption by the State, need not be debated further in the development of the plan.

Time Commitment:

The full council will meet monthly on the first Tuesday of each month beginning July of 2007 until June of 2008. Development of the Anticipation and Outreach component of the Invasive Species Management plan is scheduled to begin October 02, 2007 and be completed by January 8, 2008, after which it will be made available for public comment. It is anticipated that product development will largely occur outside of council meetings; therefore Working Group meetings will likely be necessary to complete assignments from this charter and tasks identified at monthly council meetings.

The working group leader or co-leader must notify the Council co-chairs or facilitator if problems are encountered, and especially if additional time is required to complete the assignment.

Products/Deliverables:

1. Using the template provided develop and write the Anticipation and Outreach component of the management plan by January 08, 2008.
2. A list of agencies, stakeholders and interested persons with whom the Working Group will communicate and coordinate, and a plan that details this coordination.
3. Provide a prioritized list of recommended actions, timelines, responsible parties, and cost estimates. A template implementation matrix will be provided for presentation of the recommendations.
4. Provide a list and brief overview of any case studies or examples for inclusion in the management plan that identify innovative strategies employed by other entities to address invasive species anticipation and outreach issues at local, State, federal levels, or by universities, private organizations or any other entity.
5. Provide a summary of creative funding opportunities to assist with invasive species anticipation and outreach efforts.
6. The Council co-chairs or the Council as a whole may suggest additional deliverables not listed in this charter. The Working Group may disagree with such a suggestion with a valid reason.

Other:

At its first meeting, the Council will discuss the Charter, and the facilitator or co-chairs will respond to any emergent issues or questions.

Working Group ground rules will also be drafted at the first meeting and will be incorporated into the Working Group Charter.